

PRICING FACTORS

- Supply and demand –
- Uniqueness –
- Age (of product) –
- Season –
- Complexity –
- Convenience –

VOCABULARY

- Price –
- Selling price –
- Product costs –
- Operating expenses –
- Profit –
- Gross margin –
- Markup –
- Markdown –
- Distribution –
- Channel of distribution –
- Channel members –
- Direct channel of distribution –
- Indirect channel of distribution –

Channels of Distribution

- Differences in Quantity-
- Differences in Assortment-
- Differences in Location-
- Differences in Timing-